



WPTV

ORDER

Print Date 10/30/12

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Flight Dates **10/30/12-11/06/12**

Contract / Revision **316260 /**

Original Date / Revision
10/29/12 10/30/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product
Obama for America

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:10:00

Estimate # **2264 Sked A :30's**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	18	\$18,126.25	\$21,325.00	0.00
Totals	18	\$18,126.25	\$21,325.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	18	\$18,126.25	\$21,325.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/30/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	2	\$900.00	P-1	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	2		\$900.00		0.00					
N 2	WPTV	11/03/12	11/03/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00 NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S-	1		\$725.00		0.00					
N 3	WPTV	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$650.00	FX	0.00 NM	2	\$1,300.00



WPTV

Print Date: 10/30/12

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Contract / Revision **316260** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/30/12

Order Sep 00:10:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2264 Sked A :30's**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$650.00	FX	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		1				\$650.00		0.00			
	Week:	11/06/12	11/12/12	-T-----		1				\$650.00		0.00			
N 4	WPTV	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$575.00	FX	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		1				\$575.00		0.00			
N 5	WPTV	10/30/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	2	\$425.00	P-1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$425.00		0.00			
N 6	WPTV	10/30/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$1,600.00		0.00			
N 7	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$1,600.00		0.00			
N 8	WPTV	10/30/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		1				\$1,800.00		0.00			
N 9	WPTV	10/30/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		2				\$1,400.00		0.00			
N 10	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S		1				\$1,000.00		0.00			
N 11	WPTV	10/30/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	1	\$575.00	FX	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--		1				\$575.00		0.00			
N 12	WPTV	11/03/12	11/03/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S-	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S-		1				\$3,500.00		0.00			
Totals														18	\$21,325.00